

ATA July Media Pitch

SUBJ: Aruba Reaches Pre-Pandemic Arrival Numbers One Year into Re-Opening

Hi XY,

Hope you are well. Aruba reopened for tourism in July of 2020, and since then, the island has been welcoming travelers to the island safely with a steady growth. In June 2021, Aruba welcomed 75,727 stay-over visitors from the US, reaching pre-pandemic numbers for the first time (98% recovery compared to June 2019).

Aruba is one of the most tourism dependent countries in the world, and its re-opening story has been [cited as one of the more successful ones](#) since the pandemic wreaked havoc on the tourism industry. The destination is now ready to move from a cautiously-optimistic to optimistic recovery scenario.

To celebrate the one year anniversary of Aruba reopening for tourism, Aruba Tourism Authority (ATA) introduced a new slogan, "Your Happy Place," and an overall marketing refresh for its [website](#) and channels.

Please let me know if you are interested in Aruba's accelerated recovery story. We can provide further commentary on the marketing refresh, statistics, destination's detailed health and safety protocols, innovative takes on health passes, and more. If interested, we can also coordinate an email interview with the ATA CEO, Ronella Croes. Sharing supporting story insights below for your consideration.

Thank you,
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Tactics Implemented in the Past Year, On-Island Developments and Data

Aruba has implemented a host of tactics over the past year with safety always top of mind, making the travel experience seamless even in the midst of the pandemic.

- Aruba is welcoming more visitors than most other Caribbean countries due to fully developed health and safety protocols and consistent travel guidelines.
- This is the third month in a row that we received at least 20% more visitors than the previous month.
- In June 2021, Aruba welcomed 75,727 stay-over visitors from the US, 98% more

visitors than June 2019.

- It is anticipated that the first half of 2021 will be closing with around 55% recovery compared to the first half of 2019.
- The last weekend of June, 4th of July weekend, and the days that followed (July 8-11) were the highest visitor weekends since March 2021, with 14,171 (June 24-27) 14,144 (June 1-4) and 14,223 (June 8-11) visitors respectively.
- Aruba was the first government to adopt the CommonPass digital health app.
- Among the first destinations to introduce a program for remote workers in the fall of 2020 to increase destination consideration for extended stays - [One Happy Workation](#). Since the launch in September 2020 and through May 2021, more than 10,000 visitors have participated in the program. In June, 1,791 visitors who travelled to Aruba for the purpose of Workation out of 84,592 total visitors – 2.1%.
- The vaccination program/campaign for Aruba started in February 2021. Approximately 65% of Aruba's total population has already been vaccinated.
- New hotel openings: [Radisson Blu Aruba](#) opened in April of 2021 adding 133 rooms to the island portfolio.
- Aruba hotels spent over \$23 million in renovations and infrastructural enhancements.

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